

Meals and Soups in Norway

November 2023

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Meals and Soups in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales grow as consumers look for quick and convenient meal solutions, while grill season inspires new product development

Pasta proving to be a popular choice in chilled ready meals

Private label serving up tasty new recipes in chilled soup

PROSPECTS AND OPPORTUNITIES

Ready meals set for slower grow but need for convenience should sustain demand

Single-person households seen as a key target audience for meals and soups

Plant-based options should see increased demand as consumers become more health conscious

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